ORDER

Orders Order / Rev: 702240 - 1 06252730 Alt Order #: AMERICAN CORSSROADS Product Desc: Estimate: 693 10/16/12 - 10/22/12 Flight Dates: Primary AE: Aaron Ashe Sales Office: Original Date / Rev: 07/25/12 / 09/21/12 T-WAS Order Type: Political Sales Region: NAT Crossroads Media/ POL Agency Name: **Buying Contact:** Emily Milhoan Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Suite 500 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: **American Crossroads** Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	80	\$116,600.00	\$99,110.00

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	80	\$116,600.00	\$99,110.00	0.00
Totals	80	\$116,600.00	\$99,110.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WTSP-TV	23%	\$116,600.00
Market	100%	\$506,956.52

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	21%	\$106,460.87
WFTS	20%	\$101,391.30
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	30%	\$152,086.96
WVEA	0%	\$0.00
WWSB	6%	\$30,417.39
WXPX	0%	\$0.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
-	1	WTSP	10/22/12	10/22/12		CM	5-530a	M	:30	1	\$400.00 P-5	0.00 NM	1	\$400.00
					5-530a 10 News									
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	W	eek: 10/2	22/12	10/28/12	M	1	\$400.00	0.00						
_	2	WTSP	10/16/12	10/19/12	5-530a	CM	5-530a	- TWTF	:30	3	\$400.00 P-5	0.00 NM	3	\$1,200.00
					5-530a 10 News									
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				ı		

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Order / Rev: 702240 - 1 Advertiser: American Crossroads

Alt Order #: 06252730 Product Desc: AMERICAN CORSSROADS WTSP-TV

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

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Ln Ch Start	End	Inventory Code		Start/End T		Len Sp		Rate Pri			Amount
2 WTSP 10/16/1:	2 10/19/12	5-530a 5-530a 10 News	СМ	5-530a	- TWFF	:30	3	\$400.00 P-5	0.00 NM	3	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	- TWГF	3	\$400.00	0.00						
3 WTSP 10/22/1	2 10/22/12	530-6a 530-6a 10 News	CM	530-6a	М	:30	1	\$600.00 P-5	0.00 NM	1	\$600.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$600.00	Rating 0.00						
4 WTSP 10/16/12	2 10/19/12	530-6a 530-6a 10 News	СМ	530-6a	- ТWГF	:30	3	\$600.00 P-5	0.00 NM	3	\$1,800.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays - TWFF	Spots/Week 3	Rate \$600.00	Rating 0.00						
5 WTSP 10/22/1	2 10/22/12	M-F 6-7a 6-7a 10 News	СМ	6-7a	M	:30	1	\$700.00 P-5	0.00 NM	1	\$700.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
6 WTSP 10/16/1	2 10/19/12	M-F 6-7a 6-7a 10 News	СМ	6-7a	- TWF	:30	3	\$700.00 P-5	0.00 NM	3	\$2,100.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	- TWГF	3	\$700.00	0.00						
7 WTSP 10/22/1	2 10/22/12	CBS This Morning	•	7-9a (7:00 AM-8:0	M 0 AM)	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	M	1	\$800.00	0.00						
8 WTSP 10/16/1:	2 10/19/12	CBS This Morning	•	7-9a (7:00 AM-8:0	- TWTF 0 AM)	:30	4	\$800.00 P-5	0.00 NM	4	\$3,200.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	<u>Rate</u> \$800.00	Rating 0.00						
9 WTSP 10/22/1		CBS This Morning	<u> </u>	7-9a	M	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
		CBS This Morning	g	(8:00 AM-9:0	0 AM)						
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$800.00	Rating 0.00						
10 WTSP 10/16/1:		,	,	7-9a	- TWTF	:30	4	\$800.00 P-5	0.00 NM	4	\$3,200.00
Start Date	End Date	CBS This Morning Weekdays	g Spots/Week	(8:00 AM-9:0) Rate	0 AM) Rating						
Week: 10/15/12	10/21/12	- TWTF	4	\$800.00	0.00						
11 WTSP 10/22/1	2 10/22/12	M-F 9-930a 10 Ne 10 News, 9am	ews, 9a@M	9-9:30A	M	:30	1	\$400.00 P-5	0.00 NM	1	\$400.00
Start Date Week: 10/22/12	End Date	Weekdays M	Spots/Week	Rate	Rating						
12 WTSP 10/16/12	10/28/12 2 10/19/12		ews, 9a@M	\$400.00 9-9:30A	0.00 - TWF	:30	4	\$400.00 P-5	0.00 NM	4	\$1,600.00
Start Date	End Date	10 News, 9am Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	- TWF	4	\$400.00	0.00						
13 WTSP 10/22/1	2 10/22/12	Price Is Right Price Is Right	СМ	11a-12p	M	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,800.00	Rating 0.00						
14 WTSP 10/16/12		Price Is Right	CM	11a-12p	- TWTF	:30	4	\$1,800.00 P-5	0.00 NM	4	\$7,200.00
		Price Is Right		·				* .,			V 1,20000
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$1,800.00	Rating 0.00						
15 WTSP 10/22/1	2 10/22/12	M-F 12-1230p 10 News @ Noor	CM	12-1230p	M	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate	Rating 0.00						
16 WTSP 10/16/12		M-F 12-1230p	CM	\$1,800.00 12-1230p	- TWFF	:30	4	\$1,800.00 P-5	0.00 NM	4	\$7,200.00
Start Date	End Date	10 News @ Noor Weekdays	Spots/Week	Rate	Rating						
Clare Bato			2, 210, 1700K		<u> </u>						

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Order / Rev: 702240 - 1 Advertiser: American Crossroads

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

Alt Order #: 06252730 Product Desc: AMERICAN CORSSROADS WTSP-TV

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

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Ln Ch	Start	End	Inventory Code		Start/End T		Len Spo				Amount
16 WTSP	10/16/1	2 10/19/12	M-F 12-1230p 10 News @ Noor	CM	12-1230p	- TWTF	:30	4 \$1,800.00 P-5	0.00 NM	4	\$7,200.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	- ТWГF	4		0.00					
17 WTSP	10/22/1	2 10/22/12	Y&R	CM	1230-130p	M	:30	1 \$2,200.00 P-5	0.00 NM	1	\$2,200.00
			Young and the Re								
	rt Date	End Date 10/28/12	Weekdays M	Spots/Week	Rate	Rating					
Week: 10/		2 10/19/12	Y&R	CM	\$2,200.00 1230-130p	0.00 - TWTF	:30	4 \$2,200.00 P-5	0.00 NM	4	\$8,800.00
10 WISF	10/10/1	2 10/19/12	Young and the Re	_	1230-130p	- 1 W11'	.30	4 \$2,200.00F-3	U.UU INIVI	4	φ8,800.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	- TWTF	4	\$2,200.00	0.00					
19 WTSP	10/22/1	2 10/22/12	M-F 2-3p The Talk	CM	2-3p	M	:30	1 \$1,200.00 P-5	0.00 NM	1	\$1,200.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/28/12	M	1	\$1,200.00	0.00					
20 WTSP	10/16/1	2 10/19/12	M-F 2-3p	CM	2-3p	- ТWГF	:30	4 \$1,200.00 P-5	0.00 NM	4	\$4,800.00
			The Talk								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	- TWFF	CM	\$1,200.00 5-530p	0.00 M	:30	1 \$1,100.00 P-5	0.00 NM	1	¢1 100 00
21 W15P	10/22/1	2 10/22/12	M-F 5-530p 5-530p 10 News	CIVI	5-53UP	IVI	:30	1 \$1,100.00 P-5	U.UU INIVI	1	\$1,100.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/28/12	M	1	\$1,100.00	0.00					
22 WTSP	10/16/1	2 10/19/12	M-F 5-530p 5-530p 10 News	СМ	5-530p	- ТWГF	:30	4 \$1,100.00 P-5	0.00 NM	4	\$4,400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	/15/12	10/21/12	- ТWГF	4	\$1,100.00	0.00					
23 WTSP	10/22/1	2 10/22/12	•	CM	530-6p	M	:30	1 \$1,100.00 P-5	0.00 NM	1	\$1,100.00
Sto	rt Date	End Date	10 News at 530p Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/28/12	M	<u>3pots/ Week</u>	\$1,100.00	0.00					
24 WTSP	10/16/1	2 10/19/12	M-F 530-6p	CM	530-6p	- TWTF	:30	4 \$1,100.00 P-5	0.00 NM	4	\$4,400.00
			10 News at 530p								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	- TWTF	<u>4</u>	\$1,100.00	0.00	.20	4	0.00 NIM		#0.000.00
26 WISP	10/16/1	2 10/19/12	M-F 6-630p 6-630p 10 News	СМ	6-630p	- TWF	:30	4 \$2,000.00 P-5	0.00 NM	4	\$8,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	- TWTF		\$2,000.00	0.00					
27 WTSP	10/22/1	2 10/22/12	CBS Evening Nev		630-7p	M	:30	1 \$2,000.00 P-5	0.00 NM	1	\$2,000.00
01-		E. J.D.	CBS Evening Nev		Data	Dation					
Sta Week: 10/	rt Date /22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$2,000.00	Rating 0.00					
		2 10/19/12	CBS Evening Nev		630-7p	- TWTF	:30	2 \$2,000.00 P-2	0.00 NM	2	\$4,000.00
			CBS Evening Nev		,			, ,			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	W- F		\$2,000.00	0.00		4	0.00.1114		#4.000.00
29 W I SP	10/22/1	2 10/22/12	LN (M-F) LN (M-F)	СМ	M-F 11-1135	р М	:30	1 \$4,000.00 P-5	0.00 NM	1	\$4,000.00
<u>Sta</u> Week: 10/	rt Date /22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$4,000.00	Rating 0.00					
		2 10/19/12		CM	M-F 11-1135		:30	4 \$4,000.00 P-2	0.00 NM	4	\$16,000.00
			LN (M-F)								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/21/12 2 10/22/12	- TWF		\$4,000.00	0.00	.20	1 \$1 400 00 0 0	0.00 NA	_	¢4 400 00
31 W15P	10/22/1	Z 10/22/12	Letterman Late Night with D	CM avid Letterma	1135p-1237a n	M	:30	1 \$1,400.00 P-2	0.00 NM	1	\$1,400.00
C+-	D 1	E. J.D.	Me aladasa	Coots/Mosk	 D-1-	Dathan					

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Order / Rev: 702240 - 1 Advertiser: American Crossroads

Alt Order #: 06252730 Product Desc: AMERICAN CORSSROADS WTSP-TV

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

Ln Ch Start End	Inventory Code Breat	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
31 WTSP 10/22/12 10/22/1		1135p-1237a M	:30 1	\$1,400.00 P-2 0.00 NM	1	\$1,400.00
	Late Night with David Letterm					
Start Date End Dat		<u> </u>				
Week: 10/22/12 10/28/12		1 \$1,400.00 0.00				
32 WTSP 10/16/12 10/19/1		1135p-1237a - TWTF	:30 4	\$1,400.00 P-5 0.00 NM	4	\$5,600.00
	Late Night with David Letterm					
Start Date End Dat	<u> </u>					
Week: 10/15/12 10/21/12		1 \$1,400.00 0.00		^		
33 WTSP 10/20/12 10/20/1		Sat 8-10a S-	:30 1	\$600.00 P-5 0.00 NM	1	\$600.00
Otani Data - Fad Dat	CBS This Morning Saturday	Data Datas				
Start Date End Dat Week: 10/15/12 10/21/12		<u>Rate</u> <u>Rating</u> I \$600.00 0.00				
E 34 WTSP 10/20/12 10/20/1	-	*****	:30 2	\$1,100.00 P-3 0.00 NM	2	#2 200 00
E 34 W I SP 10/20/12 10/20/1	2 Gators Special CM Gators Special	Gators SpecialS-	.30 2	\$1,100.00 P-3 0.00 NW	2	\$2,200.00
Start Date End Dat	•	Rate Rating			Ī	
Week: 10/15/12 10/21/12	<u> </u>	2 \$1,100.00 0.00				
35 WTSP 10/20/12 10/20/1	2 Sat Prime C CM	Sat 10-11p S-	:30 1	\$6,000.00 P-2 0.00 NM	1	\$6,000.00
	48 Hours Mystery	•				
Start Date End Dat	e Weekdays Spots/Weel	Rate Rating				
Week: 10/15/12 10/21/12	S-	\$6,000.00 0.00				
36 WTSP 10/21/12 10/21/1	2 CBS Sunday Morning CM	Sun 9-1030a S	:30 1	\$2,000.00 P-5 0.00 NM	1	\$2,000.00
	CBS Sunday Morning					
Start Date End Dat		<u>Rate</u> Rating				
Week: 10/15/12 10/21/12	:S	1 \$2,000.00 0.00				
38 WTSP 10/22/12 10/22/1	2 M-F 6-630p CM	6-630p M	:30 1	\$2,000.00 P-2 0.00 NM	1	\$2,000.00
	6-630p 10 News					
Start Date End Dat						
Week: 10/22/12 10/28/12	M	1 \$2,000.00 0.00				

Totals 80 \$116,600.00